

Stewarding Your Donors

How to acknowledge and
delight your donors to
make them feel like the
heroes they are!



Your GiveGab Team



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Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page **later this week.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

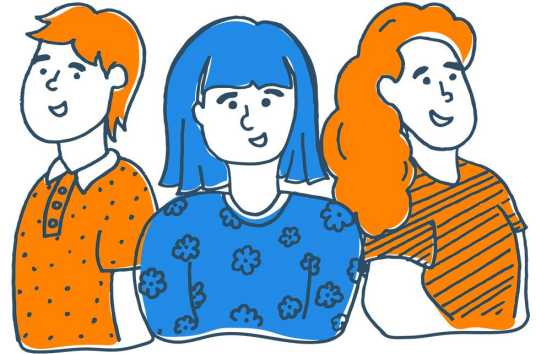
Send Anonymously

What will we cover?

- Donor stewardship basics
- What do to before the big day
- Crafting your thank you message
- After the Giving Day: how to access your donation reports
- How to maximize your data through donor segmentation
- Tips and best practices for gift acknowledgements

What is donor stewardship?

- A specific type of donor relations
- Begins before the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors



Why is Donor Stewardship important?

- It's a cost-effective fundraising strategy
 - On average, it costs 3x more to acquire new donors than it does to steward existing donors
- 81% of first-time donors do not turn into repeat donors
- 63% of repeat donors remain repeat and recurring donors
- Long-term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan

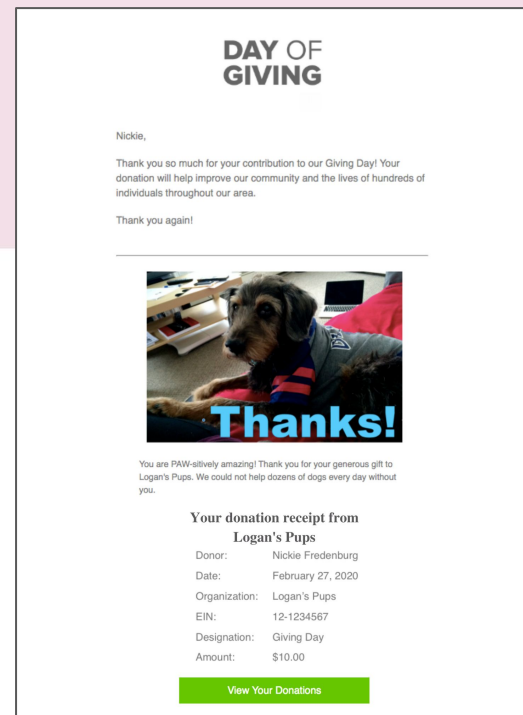


Before donations open

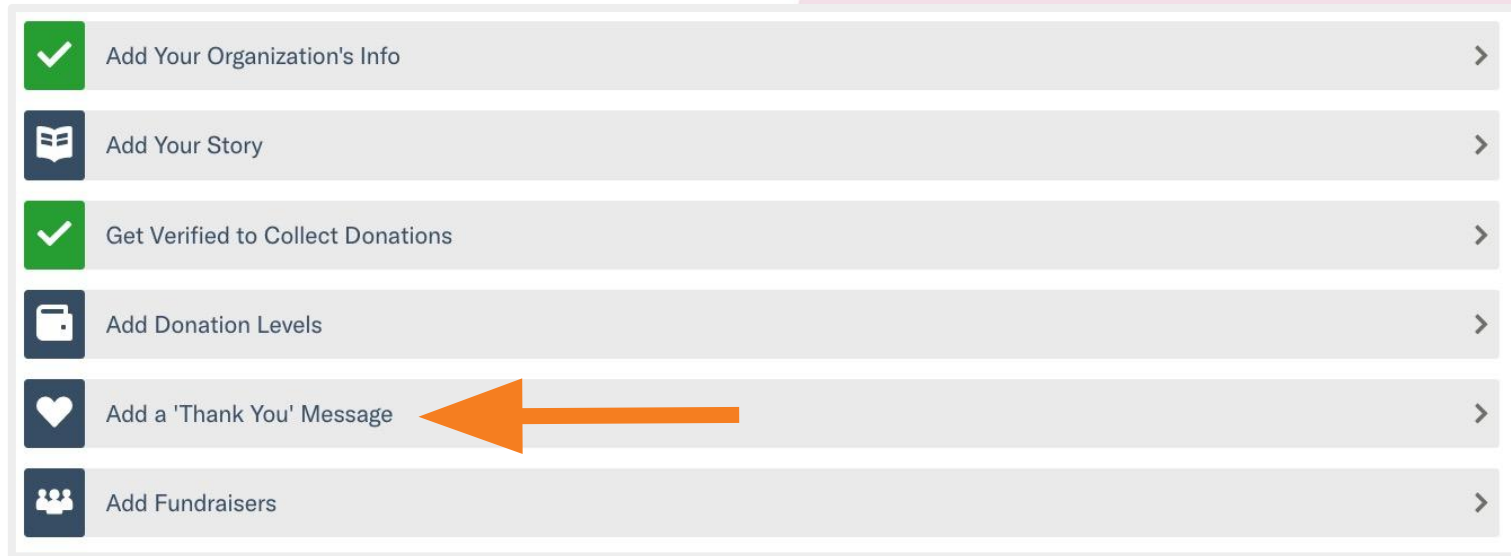


Craft your Thank you Note

- Customizable Thank You emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



Go to your Giving Day Dashboard



Adding your thank you message

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Automatically sent to your donors immediately after they complete their gift
- Donors can reply to that email and contact you directly

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

After the Day



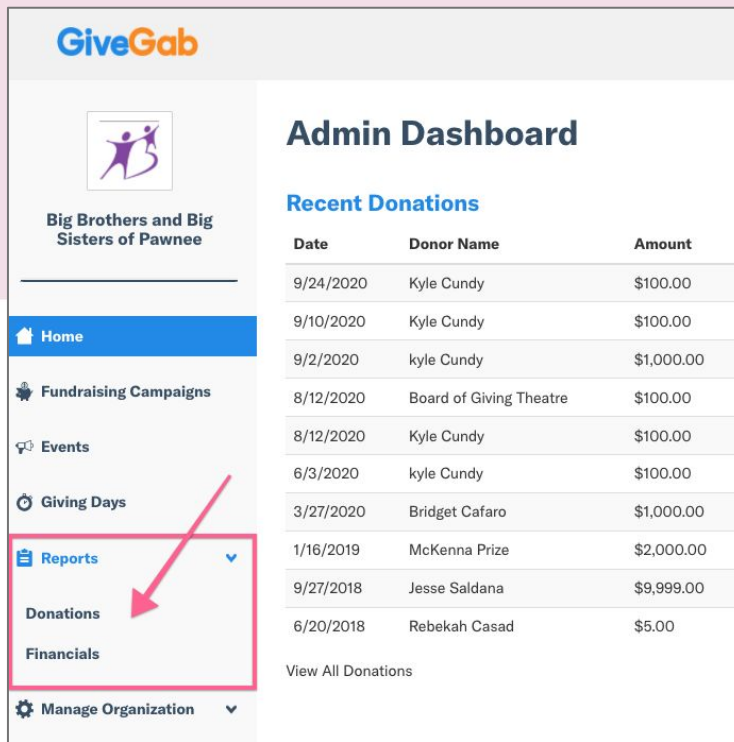
How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



Your Giving Day Donation Report

- Export a list of giving day donors
 - Use donor contact information for thank you notes and acknowledgements
- Sort by donation type, amount, etc.
- Can filter by campaign/giving day




The screenshot displays the GiveGab Admin Dashboard for the organization "Big Brothers and Big Sisters of Pawnee". The dashboard includes a sidebar menu with options: Home, Fundraising Campaigns, Events, Giving Days, Reports (highlighted with a red box and arrow), Donations, Financials, and Manage Organization. The main content area shows a table of "Recent Donations" with columns for Date, Donor Name, and Amount.

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

View All Donations

Your Giving Day Donation Report



Pawnee Public Library

- Home
- Pawnee Gives (Support)
- Reports
- Donations**
- Manage Organization

Donations

i Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

All Giving Days & Community Giv ▾ All Campaigns ▾ Any Donation Type ▾
Start [calendar icon] [x] End [calendar icon] [x]

Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
[edit] [delete] [add]	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

All Giving Days & Community Giving Sites ▾ All Campaigns ▾ Any Donation Type ▾

- ✓ All Giving Days & Community Giving Sites
- Fairfield County's Giving Day (2022)
- Fairfield County's Giving Day (2021)
- Fairfield County's Giving Day (2020)
- Fairfield County's Giving Day (2019)**

End [calendar icon] [x]

				Intended Donation ▾	Amount Charged	Bank Fees	Platform Fees	Covered F
[edit] [delete] [add]	3673413	2/25/2021 11:36PM	Roccefcg Carmody testemail+user1390797@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes
[edit] [delete] [add]	3672376	2/25/2021 10:26PM	Lpskbnl Gerami testemail+user3253007@localhost.com	\$25.00	\$26.89	\$0.89	\$1.00	Yes
[edit] [delete] [add]	3668547	2/25/2021 8:21PM	pedro Hovermale testemail+user3251759@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes

Maximizing Your Data



Maximizing Your Data

- Who increased their giving from year to year?
- Who was new to your organization through this year's giving day?
Did they become a donor via a Peer-to-Peer (P2P) fundraiser?
- Who were your most successful P2P fundraisers?
- Who left a personal comment?
- Who helped you win a prize?

Segmenting Acknowledgements

- Every donor is important, but not necessarily equal
- Determine your donor segments
 - Giving Levels
 - Entry Point
 - Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment

Segmenting Example

\$1-\$99

48 Donors



Thank You Email

\$100-\$499

31 Donors



Thank You Email



Personal Letter

\$500-\$999

15 Donors



Thank You Email



Personal Letter



Online Acknowledgement

\$1000 +

6 Donors



Thank You Email



Personal Letter



Online Acknowledgement



Public Acknowledgement

The larger the gift, the more personal the acknowledgement!

The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals more quickly and easily

General Acknowledgement Tips

- **If possible, personalize your acknowledgements!**
 - **Example:** “Hi Bridget,” vs. “Dear Friend,”
- **Highlight the impact of the donor’s contribution**
 - **Example:** “With the dollars raised we have helped 50 people in need”
- **Include additional opportunities to get involved**
 - **Example:** “Join us on Sunday for our Summer BBQ Jamboree”
- If publicly acknowledging any donors, be cognizant of how their names are displayed

Creative Thank You Ideas

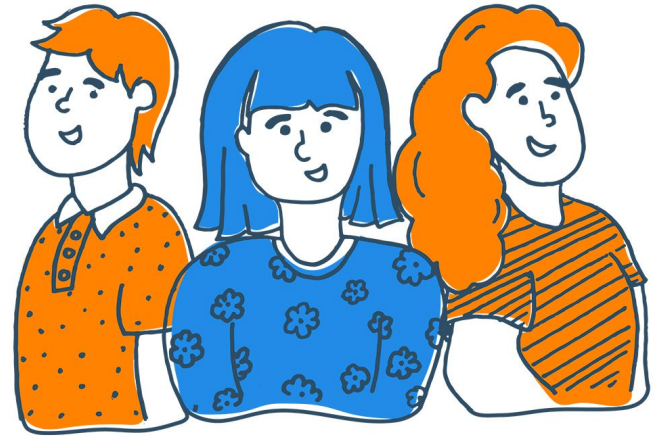
1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks

Involve your Supporters

- Board members
- Volunteers
- Peer-to-Peer Fundraisers



Key Takeaways



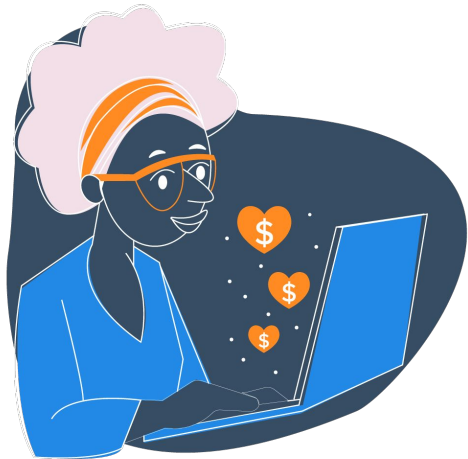
Key Takeaways

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlighting the donor's impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved



There is no such thing as too much gratitude!

Resources



4. Give Thanks



Stewardship Email
Templates

[View](#)



Sample Stewardship
Social Media Posts

[View](#)



Stewardship Tips

[View](#)

How We Support You

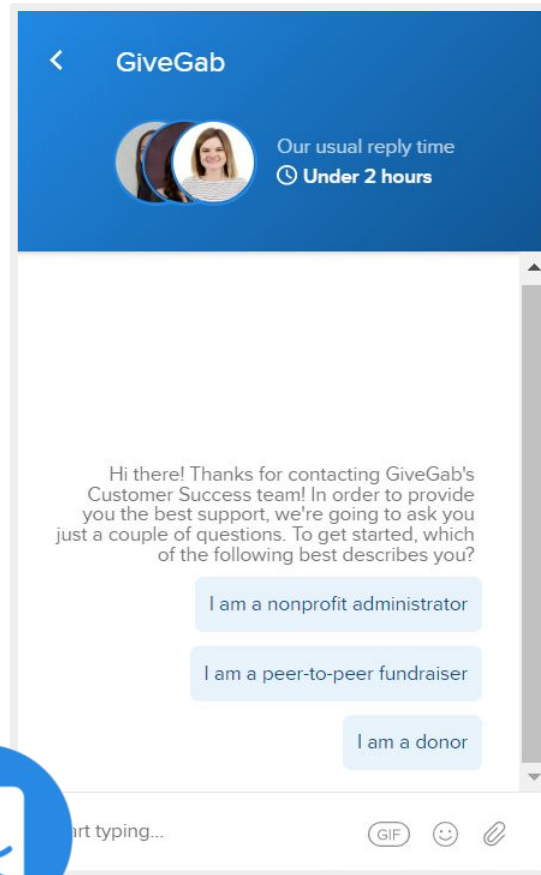
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at

CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?

